

KCHIP Clarion

News & Best Practices on Covering Kentucky Kids

Spring 2000 • Kentucky Cabinet for Health Services, Department For Medicaid Services

Spring Enrollment Campaign

k KCHIPers will hit the streets, roads and country lanes across Kentucky to contact families and enroll kids during the state's first "Health Coverage for Kids" Week, May 15-21.

The KCHIP awareness and enrollment campaign will push into an even higher gear with a kick-off at the State Capitol in Frankfort on Monday, May 15 at 11 a.m. However, most of the focus will be on community activities to promote enrollment.

While volunteers will partner with Walmarts and other local businesses for their outreach efforts during the week, they will have huge support from nearly all of Kentucky's

McDonald's restaurants. McDonald's across the state will display KCHIP information in their restaurants during the week including table cards and small posters for the doors.

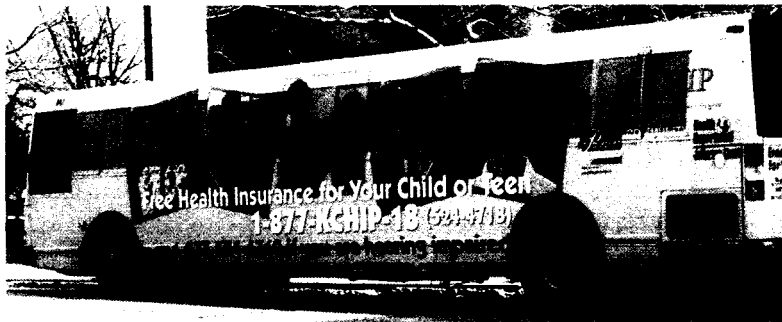
"It is our hope that every KCHIP outreach team will develop special events and enrollment activities during the week," said Jimmy Helton, Secretary of the Cabinet for Health Services. "Outreach volunteers across the state have said that personal contact has been an effective method for identifying and enrolling eligible families and has yielded some wonderful results."

Activities planned include door-to-door campaigns, local events and sign-ups at malls and other public places. Outreach

Health Coverage for Kids Week: May 15-21

workers calling on homes will leave behind special KCHIP door hangers that will certainly heighten awareness. They are four feet long and have a useful child's growth chart on one side.

Joene Noble, with the Breathitt County Health Department, says they've had great success setting up information tables at local stores. "... a mother that we met in Walmart and helped to complete an



Rolling Enrollment: A bright yellow Transit Authority of River City (TARC) bus spreads the KCHIP message in the Louisville area. (See story page 2).

application, came up to us three weeks later, and broke down in tears as she told us that she had received word that she was eligible for KCHIP."

"It's been a great year, thanks to the hard work of everyone involved in enrollment," said Helton. "I have been so impressed with the level of commitment, and that commitment continues. Everyone involved in KCHIP knows now is not the time to rest on our laurels. In fact, we won't rest until we reach every eligible child."

Stay tuned for more details of the spring campaign, and please let us know about your planned activities so we can showcase your community effort in the next issue.

Q&A

If I applied for KCHIP in one month, but didn't get my KCHIP card until the following month, when does my coverage begin?

Your health coverage begins the month the Department for Community Based Services (DCBS) receives and logs in your KCHIP application regardless of when you receive your card. You will receive a card each month verifying that you are eligible.

How do I change my primary care physician (PCP)?

If you are in a managed care region, contact your managed care partnership (Passport or Kentucky Health Select). If you are in a KenPAC region, call your DCBS office.

What do I need to include as proof of income for KCHIP if I am self-employed?

A copy of your business' most current completed income tax forms, unless you are a new business (contact your local DCBS office for more information if this is the case).

Can I personally drop off my KCHIP application at my local DCBS office?

Yes, this method can sometimes speed up the approval process.

How do I find a dental provider that takes KCHIP in my area?


To find a participating dentist, call the dentists in your area and ask if they are KCHIP providers, or call 1-800-635-2570.


Best Practices

a At schools, churches, health fairs and many other places, outreach partners are spreading the word about KCHIP. Each issue we'll feature some of the **hard work** and **bright ideas** that have worked well in local communities to enroll children for KCHIP coverage.

 In the Louisville area, word on KCHIP is getting around in a big way, literally. Through the efforts of the Jefferson County Health Department and Passport Health Plan, an entire Transit Authority of River City (TARC) bus boldly carries the KCHIP message. The bus will be used for a variety of outreach efforts including five door-to-door campaigns partnering with schools, churches and alumni groups. The yellow KCHIP bus which features a broad diversity of children's faces, is being seen by nearly 39,000 people every day.

**...Now
There's
an Idea!**

 The Marshall County Health Department may have started a holiday tradition with its KCHIP float in the annual Benton Christmas parade. Carrying an oversized chocolate chip cookie along with health department staff and children, the float attracted much attention and won a second-place prize. Small bags of chocolate chip cookies handed out with KCHIP applications attached, created a popular and effective outreach strategy.

 Kim North seems to be everywhere in Harlan County, and she is making creative use of incentives in targeting hard-to-reach uninsured families. Kim, who coordinates the Robert Wood Johnson-funded Covering Kids Initiative, has been visiting elementary schools and attaching coloring sheets to survey forms for students to take home to their parents. Students who return the completed forms can "pick a prize out of the treasure box." The returned coloring sheets are put on display at the Harlan Appalachian Regional Hospital. Kim has also visited local businesses, providing employers with paycheck inserts containing income guidelines.

t The first phase of a KCHIP evaluation and research program is complete. A 52-item questionnaire was sent to each county health department to determine the

most effective approaches and locations used to enroll families.

Health departments were selected because they have direct contact with eligible families and are actively involved in enrollment. The departments were asked to share the survey with other KCHIP outreach volunteers in their community to broaden the scope of the information gathering.

Of the 120 surveys sent out, 54 were returned. Highlights of the survey include:

- The most effective enrollment tools identified were brochures or flyers, promotional items, and signs or posters.
- The most effective strategies or "best practices" for enrolling children of all ages were schools including school nurses and PTO/PTA groups, advertising including TV spots and newspaper ads, door-to-door campaigns, and health departments.
- The most effective settings were schools, local or community health centers and community sponsored events.
- The biggest barriers to convincing families to enroll include the stigma of welfare and getting the required information together to complete the application.
- Suggestions for improving KCHIP enrollment are to evaluate

KCHIP was a big winner at the Louie Awards, the Louisville Advertising Club's annual creative competition held March 10.

The Louies recognize excellence in advertising by local agencies. KCHIP brought home 12 of the coveted awards for the campaign's television and radio ads and print materials including the posters and doorhanger. The campaign was designed by Louisville agency, Red7e.

Outreach Effectiveness is Being Measured

the six-month waiting period, to shorten or condense the application, and use larger type.

The survey also asked for feedback in a narrative form. Of those responding, a majority (57 percent) said that the clients appreciated the benefits of the KCHIP program. They used words like pleased, and thankful, relieved, and positive to describe the client's appreciation of the program. One teenage girl said "if it had not been for KCHIP, I would probably have cancer now."

Of the negative responses, clients cited perceived problems such as not enough doctors in the KCHIP program, a long wait for approval, and difficulty in finding a dentist.

"We are pleased with this first phase of the evaluation project," said Betsy Farley, Internal Policy Analyst for KCHIP. "Several health departments conducted a preliminary round of focus groups from December through January. Our plan is to build on these groups with another series in June. We believe the focus groups, in conjunction with the written survey, will help guide our planning process for KCHIP as we move into the second year."

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**...KCHIP
Wins Big
at Louisville
Advertising
Club Awards**

KCHIP... is making a difference

Beverly Taul is thrilled to have found out about KCHIP!

A 36-year-old single mom, Beverly works as a school secretary in Marion County to provide for her children, ages seven, 10, 13 and 16.

She is proof positive that going beyond the norm with outreach efforts does make a difference.

Beverly couldn't afford health coverage for her children, causing her constant anxiety. "I worried that if something happened, what would I do," she said. "There were times I didn't take them to the doctor when I really should have." Lacking coverage for 16-year-old Eric was particularly frightening. Eric has acute medical needs since he was born with a cleft lip and palate and regularly travels to a clinic in Louisville operated by Kosair Charities.

During one of the clinic visits, Beverly saw a KCHIP poster on a bulletin board. But, it was not until attending the Ham Days Festival in Lebanon last September that the connection was solidified. At a KCHIP booth set up by Passport Health Plan, Beverly met outreach worker Marcelline Coots. Through her efforts, and with help from the Department for Community Based Services office in Lebanon, Beverly was able to get health coverage for her kids including KCHIP for Eric.

"I was so excited to get Eric on KCHIP," Beverly said. "In addition to covering his clinic visits, he's also received dental work and glasses that he badly needed. I can't tell you what a difference it's made."



Kentucky businesses are learning more about KCHIP and how it can help their employees. KCHIP Resource Kits have been sent to 1,000 businesses and organizations statewide as part of a pilot program. Each kit contains information about the program, a letter from Governor Patton encouraging employers to get the information to employees, KCHIP applications, the informational KCHIP video, and posters to be displayed at the worksite.

Because many working parents have children eligible for KCHIP, businesses represent another significant opportunity to make direct contact with potential enrollees. The businesses asked to participate in the pilot program have more than 100 employees and are located throughout the state. They also represent a wide cross-section of industry groups such as manufacturing, food service, health and childcare, retail, and hospitality.

For more information or a listing of employers in your area who received the kit, call Kevin Skeeters, KCHIP outreach coordinator in Medicaid Services, 502-564-6890.

Employer Resource Kit Sent to Businesses Statewide



KCHIP in the Workplace: Employer Resource Kits were sent to 1,000 of Kentucky's largest employers including Duplicator Sales & Service, Inc. with 180 employees in Louisville, Elizabethtown and Lexington. The company distributed brochures and placed a KCHIP poster in an employee break room at its Louisville location.



Re-enrollment Made Easier

The Cabinet for Health Services is developing a simplified process for re-enrolling KCHIP families.

Details will be released soon!

More than 50 KCHIP volunteers gathered in Frankfort on January 21 to sharpen their presentation skills at a speaker's training session. They shared information on how best to spread the word about KCHIP throughout their communities, and they took home materials to train others in KCHIP outreach.

During the session, participants learned how to engage their audiences and deliver an effective message. They each received a prepared speech and a copy of a video featuring families who are benefiting from KCHIP to use in their presentations.

The training was also designed to prepare the participants to train others in their region. "We want to get the word

Speaker's Bureau Training Gets the Word Out

out about KCHIP in as many ways as possible," said Doris Goldstein, Supervisor, KCHIP Eligibility and Outreach in Frankfort. "We felt that one way to accomplish this goal is to encourage and support outreach professionals to speak to as many organizations as possible." Possible speaking opportunities include business groups like the Rotary and Chamber, churches, PTA/PTOs, and health care associations.

For information about how you can become a KCHIP speaker, contact the KCHIP coordinator at your local health department.

Great Work...

44,511 Kentucky children have been enrolled in KCHIP through March!

Together, we are making a difference!

New KCHIP Income Guidelines

**KCHIP
Income Amounts**

Number of Family Members	Family Monthly Income <small>(before taxes)</small>	Family Yearly Income <small>(before taxes)</small>
1	\$1,392	\$16,700
2	\$1,875	\$22,500
3	\$2,359	\$28,300
4	\$2,842	\$34,100
5	\$3,325	\$39,900
6	\$3,809	\$45,700
7	\$4,292	\$51,500
8	\$4,775	\$57,300

Note: These income limits change around April of each year.

- A family is considered as a child or children and the natural or adoptive parents residing together in a household.
- For family units of more than 8 members, add \$484 per month or \$5,800 per year for each additional member.
- The number of people in a family includes the children and the parent(s).



Q&A

As a provider, how do I enroll to serve KCHIP recipients?

If you are a Medicaid provider with an active provider number, then you can serve any child with a KCHIP card. If you are not a current Medicaid provider but would like to become one, call 1-877-838-5085.

How can I get the English or Spanish application?

Contact your local health department in your county for an application in either English or Spanish. Also, you may call our toll free number at 1-877-KCHIP-18 or for the hearing impaired call 1-877-KCHIP-19.



Kentucky Children's Health Insurance Program

275 East Main Street • Frankfort, KY 40621

502.564.6890

<http://cfc-chs.chr.state.ky.us/chs/KCHIP/body.htm>

FORWARD AND ADDRESS CORRECTION REQUESTED

Speaking of KCHIP...

Non-English speaking populations in Kentucky are especially likely to be eligible for KCHIP but they face barriers to getting enrolled. To overcome those barriers, a comprehensive campaign to reach Spanish-speaking communities in 19 Kentucky counties has been launched by the Kentucky Farmworker Health Program (KFHP). Based at the University of Kentucky's Department of Preventive Medicine, the KFHP developed a number of outreach strategies while conducting a pilot project in Fayette County.

"We feel we have a unique ability to reach out to the Hispanic population," said Lisa Prater, interim program coordinator with KFHP. "For one thing, all of our caseworkers are bilingual." Prater says going door-to-door has been a strong component of the campaign, and they also have set up information tables at stores and restaurants.

A unique opportunity has been an ongoing drop-in segment on a Spanish

language program broadcast by radio station WYJH-AM in Bourbon County. There are also plans to develop radio ads as well as bus advertising in Northern Kentucky, Lexington and Louisville.

The KFHP outreach effort is targeting the following counties: Fayette, Scott, Bourbon, Clark, Harrison, Montgomery,



Beginning this spring, Spanish-speaking callers to the KCHIP hotline 1-877-KCHIP-18 will be transferred to the toll-free line operated by the KFHP, 1-800-662-5397 to be assisted in their native language.

Woodford, Franklin, Madison, Jessamine, Oldham, Henry, Shelby, Jefferson, Hardin, Warren, Christian, Boone and Kenton.



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